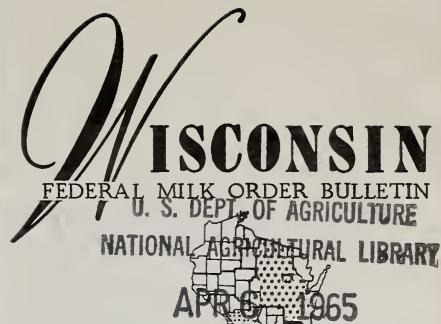


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for the  
Milwaukee, Northeastern  
and Madison Marketing Areas  
C. T. McCleery - Market Administrator

MAY 1964

### HOOTENANNY PLANNED FOR ALICE PAGEANT

A three day pageant of music, beauty and fun will be staged in Milwaukee June 11 to 13, climaxed by the selection of Wisconsin's new Alice in Dairyland. The program will be headlined by the popular folk music group of two women and seven men called the Serendipity Singers. They will appear at the Milwaukee Arena, Friday at 8 p.m. June 12.

The Serendipity Singers (whose name implies surprise) were formed at the University of Colorado a few years ago. Two came from the University of Texas. Each is an accomplished soloist. They compose about 90% of their musical material and recently have made such successful recordings as the "Crooked Little Man."

Also at the Friday night (continued to page 8)

### AVERAGE DAILY FARM DELIVERIES NORTHEASTERN WISCONSIN

The average daily delivery per farm has continued to increase throughout the five year period of 1959 through 1960. Producers on the average supplied over 16 percent more milk in 1963 than they did in 1959. The total increase was represented by an erratic growth rate. The smallest change was from 1959 to 1960 when producers increased deliveries by less than 1 percent. The largest yearly change occurred in 1962 when the increase was more than 6 1/2 percent over 1961.

The seasonal production pattern was generally unchanged and characteristic of dairy farmers in general. The peak period came in the months of April, May and June, while August and September represented the period of least production. There was evidence that (continued to page 8)

### — DATA IN BRIEF - FOR THE MAN IN A HURRY —

| <u>APRIL 1964</u>             | <u>Milwaukee<br/>Order No. 39</u> |      | <u>Northeastern Wis.<br/>Order No. 45</u> |      | <u>Madison<br/>Order No. 51</u> |      |
|-------------------------------|-----------------------------------|------|-------------------------------------------|------|---------------------------------|------|
| Class I Price & Differential  | \$3.59                            | 7.0¢ | \$3.45                                    | 7.2¢ | \$3.59                          | 7.0¢ |
| Class II Price & Differential | \$3.12                            | 6.7¢ | \$3.12                                    | 6.7¢ | \$3.12                          | 6.7¢ |
| Producer Price & Dif'l: Base  | \$3.56                            | 6.9¢ | \$3.30                                    | 7.0¢ | \$3.51                          | 6.9¢ |
| Excess                        | \$3.21                            | 6.9¢ |                                           |      | \$3.12                          | 6.9¢ |
| Pounds of Producer Milk       | 72,747,931                        |      | 42,544,967                                |      | 22,050,684                      |      |
| Percentage in Class I         | 81.3%                             |      | 55.6%                                     |      | 68.3%                           |      |
| <u>MAY 1964</u>               |                                   |      |                                           |      |                                 |      |
| Class I Price & Differential  | \$3.56                            | 7.0¢ | \$3.42                                    | 7.2¢ | \$3.56                          | 7.0¢ |

# UNIFORM PRICES AND COMPUTATION

## PRODUCER PRICES FOR APRIL 1964

Milwaukee Wisconsin Marketing Area  
Federal Order No. 39

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers for 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations.

The prices listed below do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of minimum requirements.

| Name of Handler         | Base Price | Excess Price | B.F. Dif'l |
|-------------------------|------------|--------------|------------|
| Blochowiak Dairy        | \$3.54     | \$3.12       | 6.9¢       |
| The Borden Co.          | 3.57       | 3.12         | 6.9        |
| Cedarburg Dairy, Inc.   | 3.56       | 3.12         | 7.0        |
| Christiansen's Dairy    | 3.62       | -            | 7.0        |
| Fairmont Foods Co.      | 3.59       | 3.35         | 7.0        |
| Gehl Guernsey Dairy     | 3.49       | 3.12         | 6.9        |
| Golden Guernsey Dairy   | 3.54       | 3.12         | 6.9        |
| Harmony Dairy Products  | 3.47       | 3.12         | 6.9        |
| Hawthorn-Mellody Farms  | 3.52       | 3.12         | 6.9        |
| Healthway Dairy, Inc.   | 3.58       | 3.52         | 7.0        |
| Home Dairy              | 3.59       | 3.52         | 7.0        |
| Keystone Farms          | 3.45       | -            | 6.9        |
| Krueger Dairy           | 3.59       | 3.39         | 7.0        |
| McFarlands' Farm Dairy  | 3.90       | 3.12         | 6.9        |
| Milk Producers Coop.    | 3.65       | 3.17         | 6.9        |
| Mullen's Dairy          | 3.59       | 3.31         | 7.0        |
| Progressive Dairy Prod. | 3.62       | 3.54         | 7.0        |
| Pure Milk Association   | 3.62       | 3.45         | 7.0        |
| Roets Home Dairy        | 3.53       | 3.42         | 7.0        |
| Schroeder Dairy         | 3.57       | 3.12         | 7.0        |
| Sealtest Foods          | 3.52       | 3.12         | 6.9        |
| Vande Kolk Dairy        | 3.55       | 3.54         | 7.0        |
| Warren Dairy            | 3.62       | -            | 7.0        |
| Wayside Dairy           | 3.58       | 3.51         | 7.0        |
| West Side Dairy, Inc.   | 3.59       | 3.53         | 7.0        |

WEIGHTED AVERAGES \$3.56 \$3.21 6.9¢

Weighted Average of Base and  
Excess Prices for Information: \$3.50

APRIL 1964

Producer Milk in Class I

Producer Milk in Class II

Total Milk and Value Before Adjustments  
Adjustments for Value of:

Overage Deducted from Classes I & II  
Beginning Inventory Reclassification  
Other Source Milk Deducted from Class I  
Butterfat More or Less than 3.5 Percent  
Plant Location Differentials  
Half of Producer-Equalization Fund

Aggregate Value  
Excess Milk and Value

Average Price and Net Value  
Reserve to Producer-Equalization Fund

Prices to Producers for 3.5% Milk

\* Subject to location differentials. These minimum pay

## MANUFACTURING PRICES AND

| Year and Month | 92 Score Butter Chicago | Cheese Wis. | Spray Dry Skim | Basic Formula Price | Handler B'fat Dif'l C.I* C.II |
|----------------|-------------------------|-------------|----------------|---------------------|-------------------------------|
| 1963           | cents                   | cents       | cents          | dol.                | cents                         |
| Apr.           | 57.97                   | 33.80       | 14.14          | 3.09                | 7.0 6.7                       |
| May            | 57.97                   | 33.80       | 14.12          | 3.08                | 7.0 6.7                       |
| June           | 57.97                   | 34.00       | 14.18          | 3.07                | 7.0 6.7                       |
| July           | 57.97                   | 34.12       | 14.15          | 3.08                | 7.0 6.7                       |
| Aug.           | 57.97                   | 34.25       | 14.18          | 3.09                | 7.0 6.7                       |
| Sep.           | 59.70                   | 34.25       | 14.24          | 3.10                | 7.0 6.9                       |
| Oct.           | 58.48                   | 34.50       | 14.25          | 3.12                | 7.2 6.7                       |
| Nov.           | 58.09                   | 35.00       | 14.24          | 3.15                | 7.0 6.7                       |
| Dec.           | 58.01                   | 35.12       | 14.24          | 3.16                | 7.0 6.7                       |
| 1964           |                         |             |                |                     |                               |
| Jan.           | 57.97                   | 35.25       | 14.32          | 3.16                | 7.0 6.7                       |
| Feb.           | 57.97                   | 35.12       | 14.26          | 3.17                | 7.0 6.7                       |
| Mar.           | 57.97                   | 34.19       | 14.25          | 3.16                | 7.0 6.7                       |
| Apr.           | 57.97                   | 33.81       | 14.19          | 3.15                | 7.0 6.7                       |
| May            |                         |             |                | 3.12                | 7.0                           |

\* Exception, Order No. 45 is 7.2¢ thru Sep. '63; Oct. '63 7.5¢; Nov. '63 thru Jan. '64 7.3¢; Feb. thru May '64 7.2¢.



## OF UNIFORM PRICES

| Northeastern Wisconsin Marketing Area<br>Federal Order No. 45 |                       |                  |                    | Madison Wisconsin Marketing Area<br>Federal Order No. 51 |                       |                  |                      |
|---------------------------------------------------------------|-----------------------|------------------|--------------------|----------------------------------------------------------|-----------------------|------------------|----------------------|
| Pounds<br>of Milk                                             | Average<br>B'fat Test | Price<br>at Test | VALUE              | Pounds<br>of Milk                                        | Average<br>B'fat Test | Price<br>at Test | VALUE                |
| 23, 639, 145                                                  | 3.544066              | \$3.482753       | \$823, 293.05      | 15, 067, 375                                             | 3.461253              | \$3.530807       | \$531, 999.90        |
| <u>18, 905, 822</u>                                           | 3.796381              | 3.318575         | <u>627, 403.87</u> | <u>6, 983, 309</u>                                       | 4.050014              | 3.488509         | <u>243, 613.38</u>   |
| 42, 544, 967                                                  |                       |                  | \$1, 450, 696.92   | 22, 050, 684                                             |                       |                  | \$775, 613.28        |
|                                                               |                       |                  | 608.53             |                                                          |                       |                  | 123.35               |
|                                                               |                       |                  | -                  |                                                          |                       |                  | -                    |
|                                                               |                       |                  | -                  |                                                          |                       |                  | -                    |
|                                                               |                       |                  | -46, 515.11        |                                                          |                       |                  | -22, 474.03          |
|                                                               |                       |                  | -379.40            |                                                          |                       |                  | 6, 262.60            |
|                                                               |                       |                  | <u>19, 014.59</u>  |                                                          |                       |                  | <u>8, 732.98</u>     |
|                                                               |                       |                  |                    |                                                          |                       |                  | <u>\$768, 258.18</u> |
|                                                               |                       |                  |                    | 3, 655, 112                                              |                       | <u>\$3.12</u>    | <u>-114, 039.49</u>  |
|                                                               |                       | \$3.345697       | \$1, 423, 425.53   | 18, 395, 572                                             |                       | \$3.556392       | \$654, 218.69        |
|                                                               |                       | <u>.045697</u>   | <u>-19, 441.62</u> |                                                          |                       | <u>.046392</u>   | <u>-8, 534.09</u>    |
| Uniform Price                                                 | <u>\$3.30*</u>        |                  | \$1, 403, 983.91   | Base Price                                               | <u>\$3.51*</u>        |                  | \$645, 684.60        |

prices do not include any premium payments which may be paid by handlers.

## FEDERAL ORDER PRICES FOR WISCONSIN AREAS - NO. 39, NO. 45, NO. 51

| Class I Price Differentials |       |       | Supply-Demand Adjustments |       |       | Class I Prices |       |       | Uniform Prices to Producers** and Producer Butterfat Differentials |     |            |     |            |     |
|-----------------------------|-------|-------|---------------------------|-------|-------|----------------|-------|-------|--------------------------------------------------------------------|-----|------------|-----|------------|-----|
| No.39                       | No.45 | No.51 | No.39                     | No.45 | No.51 | No.39          | No.45 | No.51 | Milwaukee                                                          |     | Northeast  |     | Madison    |     |
| cents                       |       |       | cents                     |       |       | dollars        |       |       | dol. cents                                                         |     | dol. cents |     | dol. cents |     |
| 68                          | 54    | 68    | -24                       | -22   | -24   | 3.53           | 3.41  | 3.53  | 3.46                                                               | 6.9 | 3.25       | 7.0 | 3.38       | 6.9 |
| 68                          | 54    | 68    | -24                       | -24   | -24   | 3.52           | 3.38  | 3.52  | 3.44                                                               | 6.9 | 3.23       | 7.0 | 3.35       | 6.9 |
| 68                          | 54    | 68    | -24                       | -24   | -24   | 3.51           | 3.37  | 3.51  | 3.41                                                               | 6.9 | 3.25       | 7.0 | 3.34       | 6.9 |
| 88                          | 74    | 88    | -24                       | -24   | -24   | 3.72           | 3.58  | 3.72  | 3.64                                                               | 7.0 | 3.45       | 7.0 | 3.56       | 6.9 |
| 108                         | 94    | 108   | -24                       | -24   | -24   | 3.93           | 3.79  | 3.93  | 3.84                                                               | 7.0 | 3.59       | 7.0 | 3.75       | 6.9 |
| 108                         | 94    | 108   | -24                       | -24   | -24   | 3.94           | 3.80  | 3.94  | 3.84                                                               | 7.0 | 3.56       | 7.1 | 3.76       | 7.0 |
| 108                         | 94    | 108   | -24                       | -20   | -24   | 3.96           | 3.86  | 3.96  | 3.88                                                               | 7.1 | 3.61       | 7.2 | 3.82       | 7.1 |
| 108                         | 94    | 108   | -24                       | -24   | -24   | 3.99           | 3.85  | 3.99  | 3.89                                                               | 7.0 | 3.56       | 7.0 | 3.84       | 6.9 |
| 88                          | 74    | 88    | -24                       | -24   | -24   | 3.80           | 3.66  | 3.80  | 3.69                                                               | 6.9 | 3.42       | 7.0 | 3.62       | 6.9 |
| 88                          | 74    | 88    | -24                       | -24   | -24   | 3.80           | 3.66  | 3.80  | 3.70                                                               | 6.9 | 3.44       | 7.0 | 3.62       | 6.9 |
| 88                          | 74    | 88    | -24                       | -24   | -24   | 3.81           | 3.67  | 3.81  | 3.71                                                               | 6.9 | 3.45       | 7.0 | 3.65       | 6.9 |
| 68                          | 54    | 68    | -24                       | -24   | -24   | 3.60           | 3.46  | 3.60  | 3.50                                                               | 6.9 | 3.31       | 7.0 | 3.47       | 6.9 |
| 68                          | 54    | 68    | -24                       | -24   | -24   | 3.59           | 3.45  | 3.59  | 3.50                                                               | 6.9 | 3.30       | 7.0 | 3.44       | 6.9 |
| 68                          | 54    | 68    | -24                       | -24   | -24   | 3.56           | 3.42  | 3.56  |                                                                    |     |            |     |            |     |

\*\* Weighted averages are shown for Milwaukee and all markets when base and excess prices are in effect.

## UTILIZATION AND CLASSIFICATION

FEDERAL ORDER NO. 1

## — MILWAUKEE MARKET NO. 39 —

| I T E M                         | April 1964      |         | March 1964      |         | April 1963      |         |
|---------------------------------|-----------------|---------|-----------------|---------|-----------------|---------|
|                                 | Thousand Pounds | % B'fat | Thousand Pounds | % B'fat | Thousand Pounds | % B'fat |
| <b>CLASS I MILK</b>             |                 |         |                 |         |                 |         |
| Packaged Products:              |                 |         |                 |         |                 |         |
| Fluid Milk                      | 46,836          | 3.5     | 46,859          | 3.5     | 44,855          | 3.5     |
| Flavored Milk                   | 1,883           | 3.5     | 1,752           | 3.5     | 1,657           | 3.5     |
| 2% Skim Milk, Solids Added      | 3,732           | 2.1     | 3,719           | 2.1     | 3,173           | 2.1     |
| " " " , Plain                   | 1,429           | 2.3     | 1,424           | 2.2     | 1,237           | 2.3     |
| Skim Milk, Solids Added         | 1,925           | .4      | 1,910           | .4      | 1,797           | .4      |
| Plain Skim                      | 1,006           | .6      | 1,010           | .7      | 987             | .7      |
| Buttermilk                      | 493             | 1.1     | 483             | 1.0     | 476             | 1.0     |
| Flavored Milk Drink             | 202             | .6      | 194             | .6      | 173             | .7      |
| Half & Half                     | 998             | 12.5    | 999             | 12.5    | 976             | 12.4    |
| Light Cream                     | 40              | 19.1    | 41              | 18.9    | 50              | 19.1    |
| Whipping Cream                  | 187             | 33.2    | 235             | 33.0    | 240             | 33.2    |
| Cultured Cream                  | 237             | 18.8    | 239             | 18.6    | 212             | 18.7    |
| Subtotal                        | 58,968          | 3.5     | 58,865          | 3.5     | 55,833          | 3.6     |
| Bulk Sales to Nonhandlers       | 266             | 3.7     | 628             | 3.7     | 592             | 3.6     |
| Unaccounted for Milk            | 34              | 10.1    | 245             | 4.1     | 68              | 12.7    |
| Total Utilized in Class I       | 59,268          | 3.5     | 59,738          | 3.5     | 56,493          | 3.6     |
| Nonpool Receipts*               | -135            | 4.6     | -109            | 5.3     | -140            | 4.6     |
| <b>CLASS I - PRODUCER MILK</b>  | 59,133          | 3.5     | 59,629          | 3.5     | 56,353          | 3.6     |
| <b>CLASS II MILK</b>            |                 |         |                 |         |                 |         |
| Bakeries et al.                 | 119             | 13.3    | 126             | 13.0    | 104             | 12.3    |
| Cottage Cheese                  | 4,316           | 1.1     | 5,427           | .9      | 4,509           | .9      |
| Cheese                          | 3,042           | 3.7     | 3,645           | 3.7     | 2,769           | 3.6     |
| Butter                          | 1,138           | 10.8    | 926             | 10.7    | 2,125           | 6.3     |
| Evap., Cond., & Pwd.            | 3,451           | 4.0     | 3,305           | 4.6     | 1,505           | 4.4     |
| Ice Cream & Mixes               | 2,576           | 10.1    | 2,646           | 9.7     | 2,327           | 9.7     |
| Livestock Feed                  | 67              |         | 70              |         | 77              |         |
| Dumped Products                 | -               |         | 7               |         | 24              |         |
| Skim Equiv. Fort. Prod.         | 1,204           |         | 1,195           |         | 1,112           |         |
| Ending Inventory                | 5,486           | 3.9     | 5,396           | 3.9     | 4,987           | 3.9     |
| Shrinkage                       | 1,018           | 2.2     | 787             | 3.0     | 816             | 3.3     |
| Total Utilized in Class II      | 22,417          | 4.2     | 23,530          | 4.0     | 20,355          | 3.9     |
| Nonpool Receipts*               | -8,802          | 3.4     | -7,464          | 3.2     | -8,620          | 3.4     |
| <b>CLASS II - PRODUCER MILK</b> | 13,615          | 4.7     | 16,066          | 4.4     | 11,735          | 4.3     |
| <b>TOTAL PRODUCER RECEIPTS</b>  | 72,748          | 3.7     | 75,695          | 3.7     | 68,088          | 3.7     |

NOTE: Bakeries et al. includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amounts of eggnog during off-season months.

# CLASSIFICATION OF MILK

ORDERS 39, 45, 51

| — NORTHEASTERN MARKET NO. 45 — |       |            |       |            |       | — MADISON MARKET NO. 51 — |       |            |       |            |       |
|--------------------------------|-------|------------|-------|------------|-------|---------------------------|-------|------------|-------|------------|-------|
| April 1964                     |       | March 1964 |       | April 1963 |       | April 1964                |       | March 1964 |       | April 1963 |       |
| Thousand                       | %     | Thousand   | %     | Thousand   | %     | Thousand                  | %     | Thousand   | %     | Thousand   | %     |
| Pounds                         | B'fat | Pounds     | B'fat | Pounds     | B'fat | Pounds                    | B'fat | Pounds     | B'fat | Pounds     | B'fat |
| 18,926                         | 3.5   | 18,981     | 3.5   | 17,370     | 3.5   | 10,388                    | 3.4   | 10,505     | 3.4   | 10,131     | 3.4   |
| 1,246                          | 3.5   | 1,216      | 3.5   | 999        | 3.6   | 796                       | 3.8   | 750        | 3.7   | 695        | 3.8   |
| 713                            | 2.1   | 669        | 2.1   | 242        | 2.1   | 2,226                     | 2.1   | 2,240      | 2.1   | 2,027      | 2.1   |
| 271                            | 1.9   | 280        | 1.9   | 229        | 1.8   | -                         | -     | -          | -     | -          | -     |
| 635                            | .3    | 639        | .4    | 699        | .6    | 703                       | .8    | 706        | .8    | 633        | .8    |
| 655                            | .4    | 657        | .5    | 442        | .5    | 60                        | .3    | 62         | .1    | 62         | .2    |
| 227                            | .9    | 223        | .8    | 207        | .7    | 164                       | 1.6   | 165        | 1.5   | 161        | 1.6   |
| 90                             | 1.1   | 90         | .8    | 65         | .8    | 2                         | .8    | 2          | 1.1   | 5          | 2.8   |
| 364                            | 13.0  | 365        | 13.0  | 343        | 12.7  | 303                       | 12.3  | 306        | 12.4  | 314        | 12.2  |
| 5                              | 23.6  | 5          | 22.6  | 10         | 21.8  | 4                         | 23.9  | 5          | 22.6  | 5          | 22.7  |
| 83                             | 34.9  | 103        | 34.6  | 90         | 34.2  | 51                        | 34.6  | 62         | 34.2  | 61         | 34.2  |
| 74                             | 18.9  | 76         | 19.0  | 50         | 18.1  | 45                        | 21.5  | 47         | 21.9  | 38         | 22.1  |
| 23,289                         | 3.5   | 23,304     | 3.5   | 20,746     | 3.6   | 14,742                    | 3.4   | 14,850     | 3.5   | 14,132     | 3.5   |
| 275                            | 4.2   | 288        | 4.2   | 106        | 3.6   | 933                       | 3.9   | 2,187      | 4.0   | 181        | 3.5   |
| 83                             | 8.7   | 113        | 7.4   | 73         | 12.5  | 57                        | 4.3   | 53         | 5.3   | 95         | 2.9   |
| 23,647                         | 3.5   | 23,705     | 3.6   | 20,925     | 3.6   | 15,732                    | 3.5   | 17,090     | 3.5   | 14,408     | 3.5   |
| -8                             | 3.1   | -19        | 2.6   | -4         | 2.9   | -664                      | 3.5   | -743       | 3.5   | -669       | 3.7   |
| 23,639                         | 3.5   | 23,686     | 3.6   | 20,921     | 3.6   | 15,068                    | 3.5   | 16,347     | 3.5   | 13,739     | 3.5   |
| -                              | -     | -          | -     | -          | -     | 6                         | 27.1  | 5          | 26.3  | 5          | 36.5  |
| 2,455                          | .9    | 2,555      | 1.0   | 1,971      | 1.0   | 1,101                     | 1.1   | 1,263      | 1.1   | 1,104      | 1.2   |
| 9,717                          | 3.6   | 9,607      | 3.6   | 14,262     | 3.5   | 1,749                     | 3.0   | 1,667      | 2.8   | 1,953      | 2.8   |
| 609                            | 35.0  | 652        | 35.4  | 1,196      | 37.7  | 493                       | 35.9  | 456        | 35.8  | 456        | 35.5  |
| 5,028                          | .3    | 5,321      | .2    | 11,259     | .2    | 3,167                     | 8.2   | 2,799      | 9.1   | 2,906      | 8.5   |
| 1,463                          | 8.0   | 1,434      | 8.2   | 960        | 7.4   | 821                       | 8.2   | 739        | 9.1   | 871        | 8.5   |
| 59                             | -     | 77         | -     | 87         | -     | 71                        | -     | 78         | -     | 62         | -     |
| 48                             | -     | 32         | -     | 17         | -     | -                         | -     | -          | -     | -          | -     |
| 476                            | -     | 479        | -     | 337        | -     | 460                       | -     | 475        | -     | 472        | -     |
| 2,680                          | 4.0   | 2,490      | 4.1   | 2,307      | 4.5   | 1,432                     | 4.2   | 1,424      | 4.1   | 1,273      | 4.0   |
| 455                            | 3.7   | 501        | 3.7   | 481        | 4.1   | 338                       | 1.3   | 286        | 1.9   | 350        | 1.8   |
| 22,990                         | 3.7   | 23,148     | 3.7   | 32,877     | 3.6   | 9,638                     | 3.9   | 9,192      | 3.9   | 9,452      | 3.8   |
| -4,084                         | 3.0   | -3,157     | 3.2   | -14,346    | 3.6   | -2,655                    | 3.4   | -2,471     | 3.6   | -2,929     | 3.6   |
| 18,906                         | 3.8   | 19,991     | 3.6   | 18,531     | 3.7   | 6,983                     | 4.1   | 6,721      | 4.0   | 6,523      | 3.9   |
| 42,545                         | 3.7   | 43,677     | 3.7   | 39,452     | 3.6   | 22,051                    | 3.6   | 23,068     | 3.7   | 20,262     | 3.6   |

\* Includes, whenever applicable, receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and discrepancies between reported interhandler transfers.

## **CLASS I AND RECEIPTS BY MONTHS**

POUNDS OF PRODUCER MILK IN CLASS I, ITS PERCENTAGE TO TOTAL PRODUCER MILK WITH TOTALS FOR PRODUCER MILK AND FOR OTHER SOURCE MILK BY WISCONSIN MARKETS

| Year and Month | MILWAUKEE, No. 39 |      |                 |                   | NORTHEASTERN, No. 45 |      |                 |                   | MADISON, No. 51 |      |                 |                   |
|----------------|-------------------|------|-----------------|-------------------|----------------------|------|-----------------|-------------------|-----------------|------|-----------------|-------------------|
|                | CLASS I           |      | From Pro-ducers | Other Source Milk | CLASS I              |      | From Pro-ducers | Other Source Milk | CLASS I         |      | From Pro-ducers | Other Source Milk |
|                | Mil. #            | %    | Mil. #          |                   | Mil. #               | %    | Mil. #          |                   | Mil. #          | %    | Mil. #          |                   |
| <b>1963</b>    |                   |      |                 |                   |                      |      |                 |                   |                 |      |                 |                   |
| Apr.           | 56.4              | 82.8 | 68.1            | 3.2               | 20.9                 | 52.9 | 39.5            | 11.6              | 13.7            | 67.5 | 20.3            | 2.0               |
| May            | 57.8              | 82.0 | 70.5            | 3.1               | 21.9                 | 53.2 | 41.1            | 13.8              | 13.7            | 63.8 | 21.5            | 3.0               |
| June           | 50.9              | 76.5 | 66.6            | 3.4               | 21.2                 | 51.1 | 41.4            | 15.6              | 11.9            | 60.5 | 19.6            | 2.4               |
| July           | 54.0              | 85.2 | 63.4            | 3.6               | 24.6                 | 68.8 | 35.7            | 13.5              | 13.2            | 73.0 | 18.1            | 2.6               |
| Aug.           | 56.0              | 88.0 | 63.7            | 3.5               | 23.8                 | 68.1 | 35.0            | 12.2              | 13.6            | 76.7 | 17.7            | 2.5               |
| Sep.           | 55.4              | 87.4 | 63.4            | 3.8               | 23.0                 | 64.8 | 35.5            | 10.0              | 14.0            | 76.7 | 18.2            | 1.7               |
| Oct.           | 61.5              | 89.6 | 68.6            | 3.8               | 24.8                 | 65.9 | 37.7            | 2.5               | 16.8            | 82.0 | 20.5            | 1.9               |
| Nov.           | 58.7              | 87.7 | 66.9            | 3.0               | 23.5                 | 58.5 | 40.2            | 4.3               | 16.0            | 80.7 | 19.8            | 1.6               |
| Dec.           | 58.2              | 82.0 | 71.0            | 3.1               | 23.1                 | 53.2 | 43.3            | 4.4               | 15.0            | 71.1 | 21.1            | 1.8               |
| <b>1964</b>    |                   |      |                 |                   |                      |      |                 |                   |                 |      |                 |                   |
| Jan.           | 61.2              | 83.5 | 73.4            | 3.4               | 24.5                 | 55.0 | 44.7            | 5.0               | 16.0            | 71.3 | 22.4            | 1.8               |
| Feb.           | 58.0              | 82.3 | 70.6            | 3.4               | 23.2                 | 57.4 | 40.4            | 1.2               | 15.7            | 72.5 | 21.6            | 1.7               |
| Mar.           | 59.6              | 78.8 | 75.7            | 3.5               | 23.7                 | 54.2 | 43.7            | 1.3               | 16.3            | 70.9 | 23.1            | 2.0               |
| Apr.           | 59.1              | 81.3 | 72.7            | 3.5               | 23.6                 | 55.6 | 42.5            | 1.5               | 15.1            | 68.3 | 22.1            | 1.9               |

## **FARM NUMBERS AND DELIVERIES**

NUMBER OF FARMS AND AVERAGE DAILY DELIVERIES PER FARM BY WISCONSIN MARKETS

| Year and Month | MILWAUKEE       |      |                     |      | NORTHEASTERN    |      |                     |      | MADISON         |     |                     |      |
|----------------|-----------------|------|---------------------|------|-----------------|------|---------------------|------|-----------------|-----|---------------------|------|
|                | Number of Farms |      | Avg. Daily Per Farm |      | Number of Farms |      | Avg. Daily Per Farm |      | Number of Farms |     | Avg. Daily Per Farm |      |
|                | '63             | '64  | '63                 | '64  | '63             | '64  | '63                 | '64  | '63             | '64 | '63                 | '64  |
| Jan.           | 2270            | 2247 | 990                 | 1056 | 1374            | 1421 | 940                 | 1014 | 615             | 642 | 1028                | 1125 |
| Feb.           | 2261            | 2235 | 1006                | 1092 | 1371            | 1341 | 952                 | 1038 | 651             | 641 | 1023                | 1163 |
| Mar.           | 2257            | 2224 | 1010                | 1041 | 1360            | 1335 | 959                 | 1055 | 650             | 640 | 1025                | 1163 |
| Apr.           | 2242            | 2213 | 1019                | 991  | 1355            | 1334 | 971                 | 1063 | 645             | 635 | 1047                | 1158 |
| May            | 2215            |      | 1029                |      | 1355            |      | 979                 |      | 639             |     | 1086                |      |
| June           | 2211            |      | 1001                |      | 1415            |      | 976                 |      | 621             |     | 1053                |      |
| July           | 2222            |      | 923                 |      | 1417            |      | 814                 |      | 633             |     | 924                 |      |
| Aug.           | 2243            |      | 926                 |      | 1417            |      | 797                 |      | 639             |     | 892                 |      |
| Sep.           | 2265            |      | 942                 |      | 1438            |      | 822                 |      | 650             |     | 933                 |      |
| Oct.           | 2271            |      | 983                 |      | 1361            |      | 894                 |      | 646             |     | 1022                |      |
| Nov.           | 2258            |      | 992                 |      | 1447            |      | 927                 |      | 643             |     | 1028                |      |
| Dec.           | 2256            |      | 1018                |      | 1447            |      | 966                 |      | 643             |     | 1056                |      |
| Avg.           | 2250            |      | 985                 |      | 1396            |      | 916                 |      | 640             |     | 1010                |      |



## COMPARATIVE STATISTICS

### SELECTED DATA COMPARISONS, WISCONSIN MARKETS

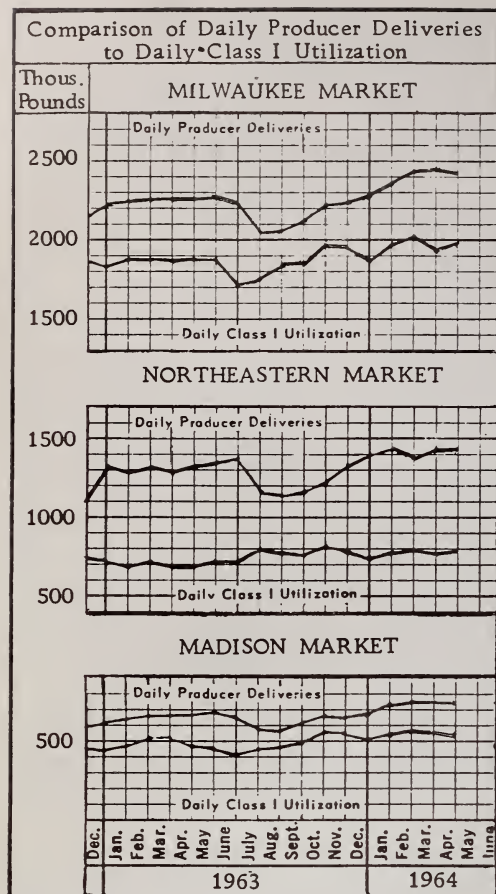
|                              | Order No. 39 |      |                 | Order No. 45 |      |                 | Order No. 51 |      |                 |
|------------------------------|--------------|------|-----------------|--------------|------|-----------------|--------------|------|-----------------|
|                              | April        |      | Com-<br>parison | April        |      | Com-<br>parison | April        |      | Com-<br>parison |
|                              | '64          | '63  |                 | '64          | '63  |                 | '64          | '63  |                 |
| Average Daily:               |              |      |                 |              |      |                 |              |      |                 |
| Producer Milk, thous. lbs.   | 2425         | 2270 | +6.8%           | 1418         | 1315 | +7.8%           | 735          | 675  | +8.9%           |
| Other Receipts   "   "       | 118          | 112  |                 | 514          | 388  |                 | 111          | 120  |                 |
| Gross Class I     "   "      | 1976         | 1883 | +4.9%           | 788          | 697  | +13.1%          | 525          | 480  | +9.4%           |
| Gross Class II    "   "      | 747          | 679  | +10.0%          | 766          | 1096 | -30.1%          | 321          | 315  | +1.9%           |
| Deliveries per Farm, lbs.    | 991          | 1019 | -2.7%           | 1063         | 971  | +9.5%           | 1158         | 1047 | +10.6%          |
| Number of Farms              | 2213         | 2242 | -29             | 1334         | 1355 | -21             | 635          | 645  | -10             |
| Avg. Test of Prod. Milk, %   | 3.73         | 3.71 |                 | 3.66         | 3.62 |                 | 3.65         | 3.63 |                 |
| Number of Handlers:          |              |      |                 |              |      |                 |              |      |                 |
| Pool Plants                  | 25           | 27   | -2              | 63           | 63   | -               | 21           | 22   | -1              |
| Other Handlers               | 5            | 3    | +2              | 8            | 8    | -               | 9            | 9    | -               |
| Producer Milk in Class I, %  | 81.3         | 82.8 |                 | 55.6         | 53.0 |                 | 68.3         | 67.8 |                 |
| Shrinkage to Total Receipts: |              |      |                 |              |      |                 |              |      |                 |
| Product Pounds, %            | 1.23         | 1.14 |                 | 1.22         | 1.08 |                 | 1.44         | 1.76 |                 |
| Butterfat Pounds, %          | .82          | 1.26 |                 | 1.52         | 1.58 |                 | .69          | .96  |                 |

## NEARBY FEDERAL ORDER DATA

### PRODUCER MILK, TOTAL AND CLASS I, AND RELATED PRICES - APRIL 1964

| Market                         | Producer Milk | Class I Milk | Class I Price            | Producer Price           |
|--------------------------------|---------------|--------------|--------------------------|--------------------------|
|                                | thous. lbs.   | thous. lbs.  | 3.5% Milk<br>\$ per cwt. | 3.5% Milk<br>\$ per cwt. |
| Chicago, No. 30                | 548,336       | 193,710      | 3.61                     | 3.39                     |
| Duluth-Superior, No. 69        | 16,213        | 7,318        | 3.90                     | 3.33                     |
| Madison, No. 51                | 22,051        | 15,067       | 3.59                     | 3.44                     |
| Mich. Upper Peninsula, No. 44  | 11,026        | 7,413        | 3.66                     | 3.56                     |
| Milwaukee, No. 39              | 72,748        | 59,133       | 3.59                     | 3.50                     |
| Minneapolis-St. Paul, No. 68   | 98,197        | 58,192       | 3.835                    | 3.59                     |
| Northeastern Wisconsin, No. 45 | 42,545        | 23,639       | 3.45                     | 3.30                     |
| Quad Cities-Dubuque, No. 63    | 22,740        | 15,296       | 3.81                     | 3.57                     |
| Rock River Valley, No. 38      | 11,510        | 8,662        | 3.63                     | 3.51                     |
| Southern Michigan, No. 40      | 320,626       | 182,869      | 3.90                     | 3.35                     |

NOTE: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.



## WISCONSIN FEDERAL MILK ORDER BULLETIN

Published Monthly By  
Federal Milk Market Administrator  
4920 West Burleigh Street  
Milwaukee 10, Wisconsin  
for the  
Milwaukee, Northeastern  
and Madison Marketing Areas

This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with § 1039.74 of the Milwaukee Wisconsin marketing order, § 1045.75 of the Northeastern Wisconsin marketing order, and § 1051.77 of the Madison Wisconsin marketing order.

### Hootenanny, Continued from page 1

show will be folk singer Peter Morse, a 19 year old student of the University of Illinois in addition to Miss Raun McKinnon, a fast rising folk singing personality.

Final selection of the new Alice will be made at a Saturday evening banquet and televised program. Twenty-two finalists selected from eleven state districts are competing for the honor. The winner will succeed Miss Marilyn Draeger of Fort Atkinson, go on the state payroll at \$4,800 a year and travel throughout the country to promote Wisconsin products. One of her first appearances will be at the New York world fair on Wisconsin Day, June 18.

The Alice pageant will be a highlight of June Dairy Month, a nation-wide promotional event for dairy products. In Wisconsin, it is sponsored by the American Dairy Association, the State Agriculture Department and the Cooperative Extension Service. Mr. C. T. McCleery, Market Administrator is general chairman for the three day event.

### Northeastern Wisconsin, Continued from page 1

dairy farmers did make strides toward decreasing their seasonal fluctuations. In 1959 producers allowed production to vary by 35 percent from the period of highest to lowest, while in 1963 this variance was within 25 percent.

The average can producer in 1962-63 would fall in the interval of 700-750 lbs. per day. The average bulk producer for the same time period would fall in the interval 875-950 lbs. per day. Bulk producers have continued to increase deliveries over can producers both in terms of percentage change and actual pounds of milk.

